

1 delivering content an opportunity to said user in response to
2 said constraints of said point of contact, said profiled past and
3 said current actions.

1 2. (original) The method of claim 1, wherein said step of
2 determining in the moment point of contact comprises the step of
3 determining constraints of a current fingertip touchpoint of said
4 user.

5 3. (original) The method of claim 2, wherein said touchpoint
6 comprises a cell phone, kiosk, personal digital assistant device,
7 laptop computer, terminal, or desktop computer.

a/
8 4. (original) The method of claim 1, wherein said point of
9 contact constraints includes a location indication.

10 5. (original) The method of claim 4, wherein said location
11 indication includes global positioning system coordinates.

12 6. (original) The method of claim 1, wherein said profiled past
13 includes a demographic profile.

14 7. (original) The method of claim 6, wherein said demographic
15 profile is assumed.

16 8. (original) The method of claim 7, wherein said demographic
17 profile is assumed based on anonymous demographic data supplied
18 by a third party.

19 9. (original) The method of claim 6, wherein said demographic
20 profile is layered.

21 10. (cancelled).

22 11. (currently amended) The method of claim ~~10~~ 1, wherein said
23 purchased data is lifestyle or lifestage views of users based on
24 a baseline parameter.

25 12. (original) The method of claim 11, wherein said baseline
26 parameter is a block or group.

27 13. (original) The method of claim 1, wherein said profiled past
28 includes data generated by datamining of navigational and
29 transactional information, or user submitted data, or purchased
30 data, or combinations thereof.

31 14. (original) The method of claim 1, wherein said current
32 actions includes transactions.

33 15. (original) The method of claim 14, wherein said transactions
34 includes listings of purchases or payments or returns.

35 16. (original) The method of claim 1, wherein said current
36 actions includes clickstream data.

37 17. (original) The method of claim 16, wherein said clickstream
38 data includes page hits, sequence of hits, duration of page
39 views, response to advertisements, transactions, or conversion
40 rates.

41 18. (original) The method of claim 1, wherein the step of said
42 delivering said content comprises the step of sending a
43 personalized web page to said user.

44 19. (cancelled)

45 20. (original) The method of claim 1, wherein said content is
46 delivered by converting said point of contact constraints into a
47 take action opportunity.

48 21. (currently amended) A system for personalizing content
49 delivered to a user, comprising:

50 means for determining a point of contact device of said user;

51 means for retrieving a profiled past of said user including
52 purchased data;

53 means for retrieving current actions; and

54 means for delivering content an opportunity to said user in
55 response to said point of contact device and said profiled past
56 and said current actions.

57 22. (currently amended) A server having a web site for providing
58 personalized content to a user, comprising:

59 a computer processor having server software installed for
60 processing a web site having content;

61 means for determining a point of contact device of said user;

62 means for retrieving a profiled past of said user including
63 purchased data;

64 means for retrieving current actions; and

65 wherein said server software is adapted for delivering said web
66 site content personalized to said user as an opportunity in
67 response to said point of contact device and said profiled past
68 and said current actions.

69 23. (currently amended) A computer program product for
70 instructing a processor to provide a web site accessible by a
71 user having a point of contact device, said computer program
72 product comprising:

73 means for determining said point of contact device of said user;

74 means for retrieving a profiled past of said user including
75 purchased data;

76 means for retrieving current actions; and

77 wherein said computer program product is adapted for delivering
78 web site content personalized to said user as an opportunity in
79 response to said point of contact device and said profiled past
80 and said current actions.

REMARKS

Independent claims 1, 21, 22, 23 are amended above to require purchased data in the retrieved profiled past, and to require the delivered content to be an opportunity. Such amending is supported in Applicant's specification on page 12 lines 1 - 9 and page 13 line 15 to page 14 line 22. Support is also found in Applicant's originally submitted claims 10 and 19 respectively. No new matter is introduced.